

“2010 Cumberland Beef Day”

Cumberland Beef Day 2010 will be held Thursday, April 8th at the White County Fairgrounds in Sparta. Cumberland Beef Day is sponsored by the White/Van Buren County Cattlemen's Association and is one of the premier educational events in Tennessee each year. This year's theme will be “Improved Management can Add Value” and will feature the Barren County Kentucky Beef Group. Ken Givens, Tennessee Commissioner of Agriculture, will also present an update on the status of the Tennessee beef industry and the TN Agriculture Enhancement program.

The agricultural economy, along with the overall economy, is in a period of turmoil that makes it increasingly difficult to survive. Proper management from the planning stage through each phase of beef production is critical for beef producers to remain viable in today's market climate. Cumberland Beef Day is an excellent chance to meet and discuss with other producers how they meet the challenges we all face. Also, an excellent group of speakers will be on hand to discuss ideas for improving our operations. Special presentations will include:

Keeping Heterosis in the Beef Herd, Kevin Thompson
Value Added through Beef Checkoff Dollars, TN Beef Industry Council
Improving Fertility in the Beef Herd, Dr. Neal Schrick
Hands-On Beef Handling Demonstration, Dr. Clyde Lane

In addition to these speakers, Cumberland Beef Day will also feature an extensive trade show, door prizes, and bulls for sale at private treaty. A sponsored lunch will be provided. The 2010 Cumberland Beef Day Trade Show will begin at 8:00 a.m. and will conclude at approximately 3:00 p.m. Please call UT Extension at 931-836-3348 or visit <http://white.tennessee.edu/> if you would like more information on Cumberland Beef Day.